Presenting *Rethink Your Drink* at Community Events

May 6, 2014

Jackie Richardson
Suzanne Morikawa
Tara Vang

rethink YOUR DRINK

www.RethinkYourDrinkCa.com

CHAMPIONS for CHANGE™

Housekeeping

- Please put your phones on **Mute** during the webinar.
- Please submit questions via **Chat**.
- This webinar is being recorded. The recording and handouts will be posted on the Training webpage.

rethink YOUR DRINK

The *Rethink Your Drink* Team

Jackie Richardson

Jackie.Richardson@cdph.ca.gov

916-449-5398

Suzanne Morikawa

Suzanne.Morikawa@cdph.ca.gov

916-449-5420

Tara Vang

Tara.Vang@cdph.ca.gov

916-324-1173

Presentation Overview

- Spin Wheel Kit
- The GREAT Approach
- Displays and Best Practices
- *Rethink Your Drink* Press Release Template
- Fruit and Veggie Fest
- Additional Resources
- Q&A

rethink YOUR DRINK

Poll #1

What is your level of comfort presenting the *Rethink Your Drink Campaign* at community events?

__ Very comfortable

__ Somewhat comfortable

__ Not comfortable

__ Other (please submit in chat box)

Presentation Overview

- **Spin Wheel Kit**
- The GREAT Approach
- Displays and Best Practices
- *Rethink Your Drink* Press Release Template
- Fruit and Veggie Fest
- Additional Resources
- Q&A

rethink YOUR DRINK

Fairs and Festivals Intervention

Purpose:

Outline ways to use *Rethink Your Drink* materials at fairs and festivals to engage the public in a conversation about healthy drink options.

Goals:

Raise public awareness about the amount of sugar in sugary drinks and provide nutrition education about healthy drink options.

NEW! Spin Wheel Kit

Spin and **Learn**

Gira y **Aprende**

rethink YOUR DRINK

PW-12/Ver. 02/14 Insert

Spin Wheel Tips

Slot	Question	Answer	Comments
	How many calories are in this bottle of soda?	227 calories.	*For a 2,000 calorie diet, this is more than 10% of your calories for the entire day!*
	True or False: Drinking sugary drinks nearly doubles the risk of dental cavities in children.	True.[3]	*It also adds extra 'empty calories' to their diet, which can put them at risk for weight gain.*

- All the quiz questions are also available in **Spanish**!

Presentation Overview

- Spin Wheel Kit
- **The GREAT Approach**
- Displays and Best Practices
- *Rethink Your Drink* Press Release Template
- Fruit and Veggie Fest
- Additional Resources
- Q&A

rethink YOUR DRINK

The GREAT Approach

- **Greet:** Help consumers feel comfortable and introduce them to booth activities.
- **Relay Messages:** Distribute key materials and provide consumers with realistic behavior changes they can adopt.

rethink YOUR DRINK

Relay Messages

- What you drink is as important as what you eat.
- Being healthy means drinking healthy.
- Healthy smoothie recipes for you and your family found here!
- Stop by and taste our flavored water—a healthy way to feel refreshed!

rethink YOUR DRINK

The GREAT Approach

- **Entertain/Engage:** Provide a memorable experience for families (including kids) and encourage "dwell time" for key messaging.
- **Activate:** Highlight simple ways consumers can enjoy alternatives to sugary drinks while conveying *Rethink Your Drink* healthy beverage messaging.

rethink YOUR DRINK

The GREAT Approach

- **Thank:** Encourage consumers to return for more information and let them know you're there to help.

rethink YOUR DRINK

Presentation Overview

- Spin Wheel Kit
- The GREAT Approach
- **Displays and Best Practices**
- *Rethink Your Drink* Press Release Template
- Fruit and Veggie Fest
- Approved Resources
- Q&A

Poll #2

What type of community events will you be presenting *Rethink Your Drink*? Check all that apply.

Community Locations
Fruit and Veggie Fest
Cultural celebrations and faith-based events
Farmers' Markets
Schools
Other: please submit in chat box

Rethink Your Drink
Display Materials

- **Vinyl Banners**
- **Tablecloths**
- **Pull-up Banners**
- **Tent Panel**
- **Sign templates**
- **Posters**
- **Drink Label Cards**

Rethink Your Drink
Display and Education Guidance

- **NO** Disparaging text or photos
- **NO** Brands
- **NO** Corporate sponsorships
- **NO** Healthy vs. Unhealthy
- **NO** Lobbying

rethink YOUR DRINK

Display Ideas

rethink YOUR DRINK

Display Ideas

rethink YOUR DRINK

Display Ideas

Poll #3

Which audiences will you primarily target at community events? Check all that apply.

Ethnic Group
African American
Latino
Asian American (specify if Chinese, Vietnamese, or Hmong)
General
Other or additional information: please submit in chat box

rethink YOUR DRINK

Poll #4

Which age group will you be presenting *Rethink Your Drink*? Check all that apply.

Age Range
0-5 years old
5-9 years old (i.e. elementary school aged)
10-17 years old (i.e. middle and high school aged)
18-25 years old
25+

Best Practices: Latino Community

- Events tend to be larger, such as Fruit and Veggie Fest, farmers markets, and cultural celebrations
- Have multiple activities to give you many ways to interact
- Bilingual staff, display, and materials
- Highlight culturally relevant sugary drinks
- Have flavored water samples and recipes in Spanish
- Youth and children focus; family friendly activities

Best Practices: African American Community

- Events tend to be smaller, more personalized
- 1-on-1 relationship building
- Build trust
- Display materials should represent the audience
- Have flavored water samples and recipes
- Highlight culturally relevant sugary drinks
- Culturally competent staff
- Include faith-based outreach

Best Practices: Asian American Community

- FFY14: target Chinese, Vietnamese, and Hmong communities
- Target audience at annual cultural events, such as New Year festivals/celebrations
- Bilingual staff, display, and materials
- Have flavored water samples and recipes
- Highlight culturally relevant drinks

Best Practices: Children's Activity

- Potter the Otter
- Go for H2O!

Best Practices: Retail Activities

Make flavored water a stop on the store tour!

- Attendees can participate in a store tour and learn about healthy beverages.

http://www.cdph.ca.gov/programs/cpns/Documents/Network-FV-RP-StoreTourGuide.pdf

Best Practices: Flavored Water

Use clear containers

Yes

Best Practices: Flavored Water

Get creative – pitchers, jars, dispensers

Flavored Water Tips

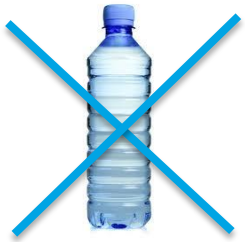
- Keep refrigerated
- Drink within 24 hours
- For more flavor: Cut fruits into smaller pieces

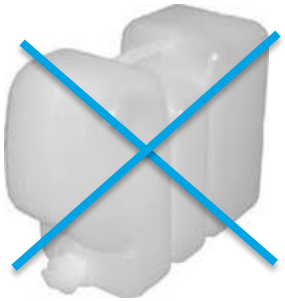
rethink YOUR DRINK

Rethink Your Drink Campaign Guidance

Allowable Purchases:

- **OK** to buy 3 gallon refillable water jugs
- **OK** to fill with tap water
  - Nominal costs to fill at water refill stations is acceptable, **but must submit a receipt**
- **OK** to purchase water dispensers for taste testing ; <$100 = small kitchenware items





rethink YOUR DRINK

ServSafe Certified

- **We highly recommend** staff get ServSafe Certified to do taste testings and demonstrations at events.

https://www.servsafe.com/home

rethink YOUR DRINK

Presentation Overview

- Spin Wheel Kit
- The GREAT Approach
- Displays and Best Practices
- ***Rethink Your Drink* Press Release Template**
- Fruit and Veggie Fest
- Additional Resources
- Q&A

Rethink Your Drink Press Release Template

FOR IMMEDIATE RELEASE

Sipping Your Way to Better Health

Date, City, CALIF... To counter rising obesity rates, the [name of local health department] today launched a [briefly describe the event...health fair, coloring contest, healthy back to school day event, farmers' market spa water taste test, new campaign] encouraging [name of city or county] residents to choose healthy beverages.

The goal of the Nutrition Education and Obesity Prevention Branch's *Rethink Your Drink* program is to educate consumers in [name of county] on the importance of healthy beverage choices as a way to promote overall health and weight maintenance. The program provides information about the benefits of drinking lowfat and non-fat milk, 100% juice in limited amounts, and water.

There is overwhelming evidence that making small changes, such as drinking water when thirsty, can significantly reduce the obesity crisis which today costs our county [county figures for health care and lost productivity from California Center for Public Health Advocacy/UCLA Center for Health Policy study]," says [name of county health officer or other spokesperson].

[short paragraph about the event, including who, what, where and when.]

[Boilerplate paragraph about your organization: Insert a few sentences about your organization]

Rethink Your Drink
Press Release Template

Champions for Change Resource Library

- **Public Relations login**
- **Under "Additional PR Materials"**

http://cdph.ca.gov/programs/cpns/RL/Pages/PublicRelationsLogin.aspx

rethink YOUR DRINK

Presentation Overview

- Spin Wheel Kit
- The GREAT Approach
- Displays and Best Practices
- *Rethink Your Drink* Press Release Template
- **Fruit and Veggie Fest**
- Additional Resources
- Q&A

Rethink Your Drink at Fruit and Veggie Fest

- **2014 Fruit and Veggie Fest webinar:** https://student.gototraining.com/2c0f6/recording/6649478344783485952
- **2014 FVF media templates (username required):** http://cdph.ca.gov/programs/cpns/RL/Pages/default.aspx

Presentation Overview

- Spin Wheel Kit
- The GREAT Approach
- Displays and Best Practices
- *Rethink Your Drink* Press Release Template
- Fruit and Veggie Fest
- **Additional Resources**
- Q&A

rethink YOUR DRINK

Additional Resources

- **Event Planning Guide**

  http://cdph.ca.gov/programs/cpns/Documents/Network-FV-AA-KIT632.pdf

- **Champions for Change Resource Library**
  http://cdph.ca.gov/programs/cpns/RL/Pages/default.aspx

rethink YOUR DRINK

Presentation Overview

- Spin Wheel Kit
- The GREAT Approach
- Displays and Best Practices
- *Rethink Your Drink* Press Release Template
- Fruit and Veggie Fest
- Additional Resources
- **Q&A**

rethink YOUR DRINK

Q & A

Please submit your questions via Chat.

rethink YOUR DRINK

Thank you!

- The webinar recording, PowerPoint, and handouts will be posted on the Training webpage soon.
- The Guide, quiz, and forms are on the *Rethink Your Drink* Resources webpage.

  http://www.cdph.ca.gov/programs/cpns/Pages/RethinkYourDrink-Resources.aspx

This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from the U.S. Department of Agriculture's (USDA) Supplemental Nutrition Assistance Program-Education, known in California as CalFresh. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.